

Measurements:

How much signage does the building get? Each building has its' own sign allowance. The amount of signage is based on the area of the wall that faces the road. The grid below shows that a large building is allowed up to 150 sf of signage, and a small building is allow up to 30 sf of signage.

Wall Frontage	Sign Allowance
750 sf and over	150 sf of signage
650 sf to 749 sf	130 sf of signage
550 sf to 649 sf	110 sf of signage
450 sf to 549 sf	90 sf of signage
350 sf to 449 sf	70 sf of signage
200 sf to 349 sf	50 sf of signage
0 to 199 sf	30 sf of signage

How do I measure the wall frontage? Measure the area of the wall that faces the street.

Measure the **Length** of the wall that faces the street and **times** that by the wall **Height**. $L \times H$.

If the roof creates a triangle, triangles are half (1/2) the area of a rectangle or square. $\frac{1}{2}(L \times H)$.

What are some measuring tips, to avoid getting the ladder out?

- Most doors are 7 ft high.
- Sheet siding is usually 8 ft sometimes 12 ft in length.
- Lap siding: measure one lap, then count the number of laps. For example: If one lap is 7 inches x 12 laps = 84 inches / 12 inches = 7 ft

How many freestanding signs can I have? One freestanding sign, up to 36 sf unless there is more than one business on site.

What's the maximum height of a freestanding sign? The maximum height of a freestanding sign is ten feet from normal ground level. Call the Planning Office if "normal ground level" is quite different from the roadway. 907-235-3106.

How close to the road can I place a sign? Signs are to be setback 5 feet from the property line.

Are sign measurements one or two-sided? When adding up the signage, only add one side.

Can we share a sign with other businesses on the property? Yes. One freestanding sign that represents several businesses is called a "Cluster Sign." The size of a "Cluster Sign" depends on how many businesses are on site. The more businesses on site, the larger the freestanding sign can be up to a maximum of 72 sf.

Maximum size of Freestanding Signs	
One business	36 sf
Two businesses	54 sf
Three businesses	63 sf
Four or more businesses	72 sf

Type of Signs:

Can I have a sandwich board? Yes, assuming a portion of the building's sign allowance is "reserved" for a sandwich board. The maximum size for a sandwich board is 16 SF (counting just one side). All signs must be setback 5 feet from the property line.

Can I have a banner? Yes, assuming a portion of the building's sign allowance is "reserved" for a banner. If so, the edges need to be attached to a solid frame or a wall.

Can I have a "Changeable Copy" sign? Yes, as long as it is permanently mounted. Both the Electronic Message Devices and the manual change the letters type of signs need to be permanently mounted.

Can I have a changing time and temperature sign? Yes, in some zoning districts.

Can I have an Electronic Message Device? Yes, but the message can only change once per day.

Can I put a sign on top of the building's roof? A roof sign can extend no more than 2 ft above the highest portion of the roof.

Other questions:

Can I hang lightweight pennants on a rope? No

Can I blow up an inflatable to announce my business? No.

How can I announce Grand Opening, SALE etc.? All signs are to meet the sign standards, regardless of a special announcement.

What about signs on my car? Signs on a vehicle that is actively driven on a daily basis are fine and no permit needed. Not allowed is the parking of a vehicle or trailer when the primary purpose is to advertise.

907-235-3106
City of Homer
Planning Office
491 E. Pioneer Avenue, lower level of City Hall.